

Rep Order# 6853839 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 106763
EC'd Yes

Last Received: 09/19/2012 9:10 AM
Printed: 09/18/2012 2:08 PM

1 of 3

Station KSNV-TV LAS VEGAS, NV.

Advertiser () DCCC/OCEGUERA

Product DCCC.OCEGUERA

Estimate# 1817

Buyer Maria Gilroy

Phone# Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Flight Dates 136142/1817

Hiatus Weeks 09/19/2012 - 09/25/2012

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

Showing Buylines: All Lines

— CONTRACT COMMENT —

SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1		W-F, M-TU	5A-6A	WAKE UP WITH THE MAGNERS	:30	\$325.00	09/19-09/25	2	1	2	\$650.00	
2		W-F, M-TU	6A-7A	WAKE UP WITH THE MAGNERS	:30	\$650.00	09/19-09/25	2	1	2	\$1,300.00	
3		W-F, M-TU	7A-9A	TODAY SHOW	:30	\$850.00	09/19-09/25	2	1	2	\$1,700.00	
4		SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
5		SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
6		SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$325.00	09/23-09/23	1	1	1	\$325.00	
7		SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	09/23-09/23	1	1	1	\$625.00	
9		W-F, M-TU	9A-10A	TODAY SHOW II	:30	\$350.00	09/19-09/25	2	1	2	\$700.00	
10		W-F, M-TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/19-09/25	2	1	2	\$850.00	
11		W-F, M-TU	2P-3P	THE DOCTORS	:30	\$175.00	09/19-09/25	2	1	2	\$350.00	
12		W-F, M-TU	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	09/19-09/25	1	1	1	\$600.00	
13		W-F, M-TU	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/19-09/25	1	1	1	\$700.00	
14		W-F, M-TU	5P-630P	EARLY NEWS	:30	\$1,000.00	09/19-09/25	4	1	4	\$4,000.00	
15		SA	9P-930P	KSNV EARLY NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () DCCC/OCEGUERA
Product DCCC.OCEGUERA
Estimate# 1817
Buyer Maria Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/UP/ZE 136/142/1817
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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20	W-F, M-TU	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	09/19-09/25	2	1	2	\$2,200.00	
21	W-F, M-TU	1135P-1235A	TONIGHT SHOW W/ JAY LENO		:30	\$425.00	09/19-09/25	2	1	2	\$850.00	
22	W-F, M-TU	7P-730P	WHEEL		:30	\$1,000.00	09/19-09/25	2	1	2	\$2,000.00	
23	W-F, M-TU	630P-7P	JEP		:30	\$1,000.00	09/19-09/25	2	1	2	\$2,000.00	
24	W-F, M-TU	135A-205A	CARSON		:30	\$40.00	09/19-09/25	1	1	1	\$40.00	
25	W-F, M-TU	730P-8P	FACE		:30	\$400.00	09/19-09/25	2	1	2	\$800.00	

—REPORT TOTALS—

Report Totals: 34 / \$21,015.00

—SALES MONTHLY TOTALS—

Sep 12: 34 / \$21,015.00

Sales Totals: 34 / \$21,015.00

Station Totals: 34 / \$21,015.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV
XXXX	\$95,523	0%	0%	0%	25%	22%
		KTNV	KTUD	KVCM	2%	KVNU
		25%	1%	0%		25%
		0%				

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Rep Order#	6853839	Vet#	1	Mod#	0	Status	Confirmed	Traffic Order#	106763
EC'd	Yes							Last Received:	09/19/2012 9:10 AM
Station	KSNV-TV LAS VEGAS, NV.	Advertiser	()	DCCC/OCEGUERA	Product	DCCC.OCEGUERA	Printed:	09/18/2012 2:08 PM
Estimate#	1817	Buyer	Maura Gilroy	Phone#		Fax#		Showing Buylines:	All Lines

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1P2/E 136/142/1817
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Books	NOV12	Demos	RA35+
Rep Firm		Sales Office	() PHILADELPHIA
Salesperson	() AMY MCCREARY	Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845		

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —
CASH IN ADVANCE